

METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES

Patent Number: WO9503570

Publication date: 1995-02-02

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Requested Patent: WO9503570

Application Number: WO1994US08221 19940721

Priority Number(s): US19930096921 19930723; US19930141471 19931020

IPC Classification: G06F1/12; G06F15/00; G06F17/00; G06F7/08; G06K5/00; G06K15/00

EC Classification: G07F17/42, G07G1/00, G07G1/14B, G06F17/60B2

Equivalents: AU7402294, EP0711434 (WO9503570), A4

Cited Documents: US5056019; US5025372; US4908761; JP55047560

Abstract

A system and method is disclosed for customer promotion. A terminal enters a customer's identification code, along with customer transaction data, at the point-of-sale. A memory stores a database of previously entered customer identification codes and transactions data. Circuitry is provided for generating a signal representative of a customer's shopping history, wherein incentive coupons may be issued to customers in dependence upon the signal.

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